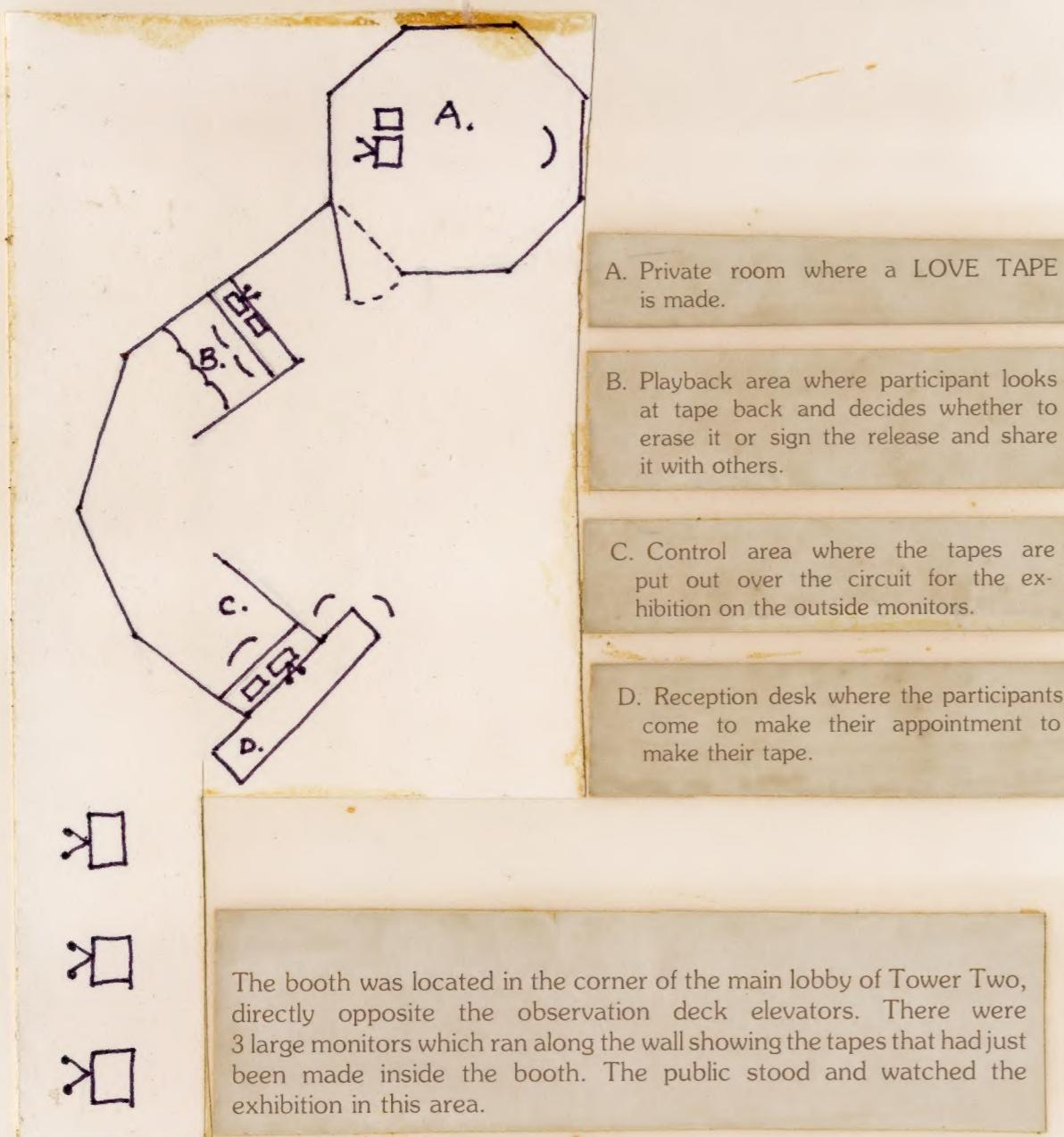


FLOOR PLAN OF VIDEO BOOTH AT THE WORLD TRADE CENTER  
LOVE TAPES IN NEW YORK 1980



WENDY CLARKE  
THE ARTIST

For Wendy Clarke, video is a medium which makes things possible. Not just possible for the artist, or for those initiated into the mysteries of a complicated technology, but for anyone. Essential to all of her work is the participation of an audience which she introduces to experiences impossible in any other context -- experiences which tend to humanize and demystify the videographic process, and whose aesthetic worth is measured by the growth and awareness they generate.

Clarke envisions her role as artist in terms of planning, facilitating, directing, and synthesizing interactive situations. Her art involves the process of making discoveries and then sharing them, not through declarations of revealed truth, but by providing access to relationships wherein the audience can make similar discoveries for themselves. She provides a base -- a game-like structure with simple rules, a taping format with a consistent theme -- from which the art experience is created through subject-medium interaction. The process is one of consciousness-raising; the participant becomes aware of certain physical and/or emotional inhibitions imposed by a given socio-cultural training and works to overcome them within the unfamiliar video art context.

The most powerful interactive situations generally involve an initial sense of awkwardness and self-consciousness in response to an altered self-image. Unlike the mirror which we confront every day, the video monitor shows us ourselves "as others see us." We are also faced with a challenge which involves the possibility of public failure ("What if I can't do it?" "What if I say the wrong thing?") It is only by befriending the video, learning its language and delighting in its possibilities, that the tension is defused and the experience becomes one of comfortable, even exhilarating alliance and revelation. "The idea I want to get across to people is that they **can** do these things. They don't have to create something 'great'. . . the idea is to feel good doing it." Both technology and the creative process are demystified and democratized.

Judith C. Rohrer

## HOW LOVE TAPES ARE MADE

### The Participants:

1. View Love Tapes made by others.
2. Select their own background music.
3. Sit alone in a room, facing their image on a TV monitor.
4. Talk spontaneously on their personal feelings about love, for three minutes.
5. See tape back and then decide whether to erase it or share it with others.

### BOOTH HOSTS:

Wendy Clarke, Suzanne Greason, Andy Gurian, Marlene Hersh, Darrell Perry, Maria Rodriguez.

### BOOTH VOLUNTEERS:

June Bateman, Will Bundy, René Cruz, Mara Elias, Theresa Fisher, Patty Grimes, Michael Gutkowski, Branwyn Harris, Maryellen Johansen, Mathew Malach, Bob McDonnell, Geraldine McDuffie, Tim Moser, Andy Mosso, Elizabeth Obelenus, Kevin O'dea, Linh Ong, Robert Petterson, Laurie Quirk, Terry Rumolo, Julie Santoro, Charlotte Slivka, Jim Sofranko, Kathy Sullivan, Miriam Taaffe, Tom Taaffe.

We wish to thank all the people who have made a LOVE TAPE to date (March 1980) and all the many who will make their LOVE TAPES, hopefully it will grow and grow to connect us all around the planet. And a special thanks to: Gil Adler, Victor Ancona, Benedict Arnold, Flory Barnett, Esther Bodie, Florence Brimberg, Patty Brook, Mark Brownstone, Ellen Buchwalter, Bert Clarke, Shirley Clarke, Joan Cohen, Ronnie Eldridge, John Fogarty, Charles Forgeron, Gail Franzak, Dr. Jon Geis, Stella Giamassi, John Giancola, Leonora Girrier, Alice Goodloe, Sue Caruso-Green, John Hanhardt, Barbara Haspiel, Rae Ann Hoffman, Lee Howard, Shirley Kaplan, Andrea Miller-Keller, Howard Klein, Bennett Korn, Richard Kotuck, Rodger Larson, Dr. Rachel Lauer, Mary Layton, Nancy Legge, Suzanne Letterhos, Aaron Lewit, Barbara London, Michael Miller, Peter Mitchell, Ann Mulvena, Tim Ney, Dr. Ashakant Nimbark, Michael O'Callaghan, Liz Oliver, Nam June Paik, Marschel Paul, Alfred Pettenati, Jorge Ramus, Judith Rohrer, Nan Rokaw, Pete Sacco, Mario Salzano, William Sarnelli, Bill Sloan, Michael Jon Spencer, Pat Snyder, Robert Takagi, Richard Takeuchi, Fredereika Taylor, Marjorie Thurston, Ruth Van Doren, Barbara Van Dyke, Marc Weis, Rosalie Winard, Freida Zames, Arlene Zivitz.

Equipment by Sam Adwar, ADWAR VIDEO NYC.



Kineholistics Presents

## LOVE TAPES IN NEW YORK 1980

a public, interactive video art event  
conceived, designed and produced by

**WENDY CLARKE**

associate producer:  
**SUZANNE B. GREASON**

technical director:  
**ANDREW GURIAN**

consultant:  
**HILARY HARRIS**

musical director:  
**GIL GOLDSTEIN**

volunteer coordinator:  
**DARRELL PERRY**

production assistants:  
**MARLENE HERSH, MARIA RODRIQUEZ**

sponsored by: THE LOWER MANHATTAN CULTURAL COUNCIL, THE NEW YORK FOUNDATION FOR THE ARTS, YF/VIDEO ARTS, CITIBANK.

funded by: THE ROCKEFELLER FOUNDATION  
THE NEW YORK STATE COUNCIL ON THE ARTS.

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# LOVE TAPES

## A FOUR PART EVENT WITH:

### WNET/THIRTEEN

LOVE TAPES, a 46 min. selection, will be "Independent Focus" Sunday, April 27, 11:00 p.m.

### CABLE TELEVISION

Each day selections of tapes made at the booth will be shown the following day on: MANHATTAN CABLE, TELEPROMPTER, UA COLUMBIA Mon., April 28 - May 11.

### THE WORLD TRADE CENTER

Exhibition and Video Booth in the main lobby of Tower Two. Mon. - Sat; April 28 - May 10. 11:00 a.m. - 5:00 p.m.

### THE NEW YORK PUBLIC LIBRARY

The Donnell Branch will have LOVE TAPES IN NEW YORK in its archives for future viewing upon request.

LOVE TAPES is an on-going interactive video art piece; an expanding series of three-minute tapes made by people from diverse backgrounds sitting alone in a room, talking about their feelings about love, as they look at their image on a TV monitor. Music of their own choice plays in the background.

LOVE TAPES, which began with one tape made by the artist, has grown into an exhibit performed by the audience. Those who choose to participate, experience the intimately designed, sequential process which permits them to produce out of their particular life experience, their own work of art. Each becomes part of the on-going process that both documents and stimulates a sharing with others on a topic that is both personal and universal.

Viewing LOVE TAPES provides an extraordinary opportunity to watch and hear people reveal a deep dimension of themselves. The tapes are made to be seen in clusters. As we identify with these "strangers", we feel a strengthening of the human connection. Our separateness dissolves, as our uniqueness becomes more clear. Through this particular use of video, we see a glimpse of humanity not otherwise possible. People begin to see that they no longer need to be confined to a passive relationship with TV, but can become part of its content.

To make reservations for your LOVE TAPE  
call (212) 924-6943

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## "LOVE TAPES" AS INTERACTIVE VIDEO — PROCESS ART

A person who has gone through the process of making a "Love Tape" has:

- been stimulated by viewing previously made "Love Tapes."
- interacted with the video medium to make his own tape.
- received feedback about himself by viewing his own tape along with the tapes made by his own immediate group.
- interacted with the other members of the group as they share in the experience of watching each other's tapes. These together, make up a new series of "Love Tapes."
- shares with "strangers", as he gives his tape as a gift to the on-going process as a whole, to be shown to future audiences, so that they, in turn, might be stimulated to make their own "Love Tapes."

Thus, the process has provided a structure for each person to interact with the video medium, self and others, using himself as his own arts resource. The result is a growing work of art, in which each person, who chooses to, can add his own unique contribution.

## "LOVE TAPES" AS HEALING ART

"Art is a way of transcending one's being; it leads us to create forms which communicate intimate feelings and compensate for internal and external chaos."

"... art is as important as bread; art is different from distraction; the highest quality art is the most therapeutic."

Michael Jon Spencer, Hospital Audiences Inc.

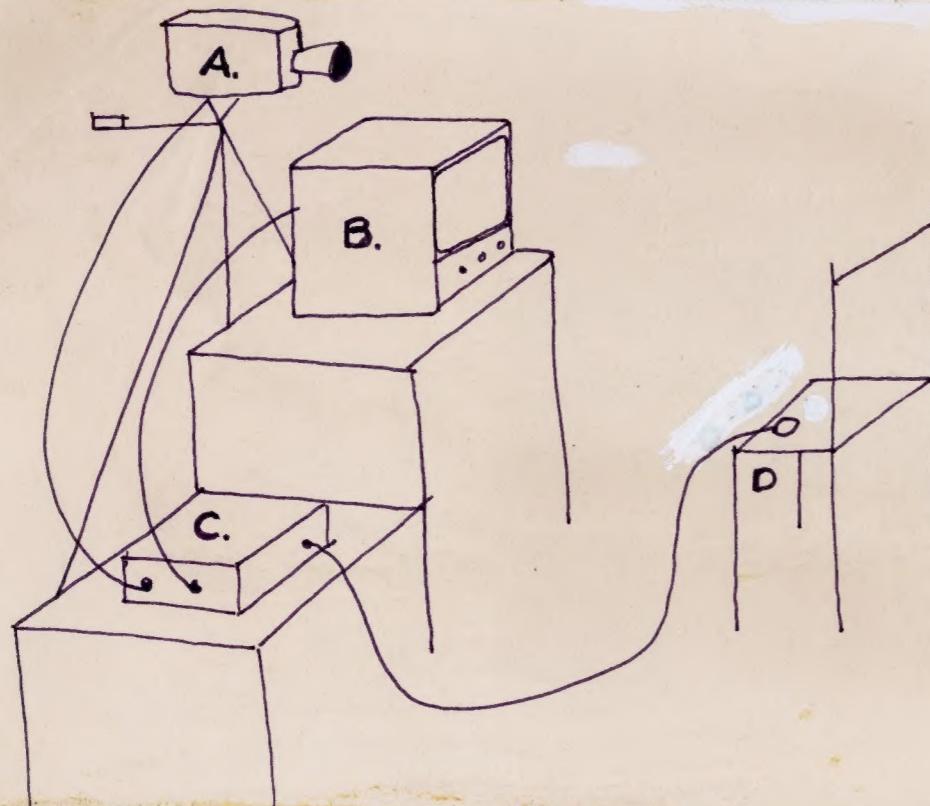
Quotes taken from the Rockefeller Foundation's  
"Working Papers, The Healing Role of the Arts."

LOVE TAPES are an example of the power of video as a tool for individuals and institutions to contribute to human growth and well being. "Love Tape" participants are given a totally new experience which provides:

- an opportunity to learn from each other with the recognition that each individual is a resource with a unique contribution.
- encouragement to take risks, cope with anxiety and discover new strengths.
- a new perspective on themselves with insights on how they see themselves.
- a chance to express feelings, enjoy emotionality and increase self esteem.
- an active rather than a passive involvement with the TV medium.
- a chance to turn inward to discover their own worth rather than relying on outer authority.
- a sense of connectedness with others where our separateness dissolves and our uniqueness becomes more clear.
- an appreciation of the diversity and richness of the human experience.

## THE SET UP FOR MAKING "LOVE TAPES"

The environment is essential to making LOVE TAPES. The person must be alone in the room while he/she makes the tape. The room should be pleasant and the lighting should be gentle.



- A. small portable black and white video camera with a nuvicon tube (low light).
- B. medium size monitor, b+w, approx. 12".
- C. video player/recorder.
- D. lavaleer microphone that clips on person.
- E. (not shown) sound system — this can be either a record player or a tape deck. It is best to have separate speakers so that the attendant can hear outside when the music is over to re-enter the room at the proper time.

NEWS from  
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FOR IMMEDIATE RELEASE  
April 8, 1980

People from all walks of life will be able to record their feelings about love on video tape through participation in a unique video art event, "Love Tapes in New York," in the Lobby of Two World Trade Center from April 28 - May 10, 11:00 A.M. - 5:00 P.M.

Love tapes are made by individuals who enter a special video booth, select appropriate background music, and talk spontaneously of their feelings about love for three minutes, while watching their images on a monitor. After making their tapes, participants then play them back and decide whether to erase them or to add them to the growing number of tapes contributed by others.

Collections of Love Tapes will be shown continuously during taping hours on monitors surrounding the World Trade Center video booth. The event is free, and reservations to make a Love Tape can be made by calling (212) 924-6943.

Love Tapes' creator Wendy Clarke described the art form as a "public, interactive video art event that, through audience participation gives us a glimpse of humanity not otherwise seen." She added: "Love Tapes is a true people-to-people communications event."

A 46-minute selection of previously recorded Love Tapes will be shown on WNET/Channel 13's "Independent Focus" on Sunday, April 27 at 11:00 P.M. In addition, selections of tapes made during the 13-day event at the World Trade Center will be shown on Manhattan Cable, and Teleprompter from April 28 - May 11, at various times during the day and evening.

At the conclusion of the exhibition/taping at the World Trade Center, The New York Public Library's Donnell Branch will add "Love Tapes in New York" to its archives for future viewing.

Love Tapes began in 1977 with the original tape made by Clarke. Since then, over 400 adults and children have added their tapes to the collection, producing out of their experiences their unique works of art.

Sponsored by The New York Foundation for the Arts, The Lower Manhattan Cultural Council and YF/Video Arts, Love Tapes is partially funded by the Rockefeller Foundation and The New York State Council on the Arts. The project is produced by Kineholistics Foundation, Inc.

## LIST OF SELECTED LOVE TAPE SERIES:

- Series 1.** L.A. LOVE TAPES. A selection of tapes made by gallery visitors at the Los Angeles Institute for Contemporary Art, L.A. California.
- Series 2.** ESTHER'S LOVE TAPES. A selection of tapes made by a group of friends at Esther's apartment in East Harlem, NYC.
- Series 3.** A selection of tapes made from three different groups: 1) Latin students (in Spanish with English subtitles) made at YF/Video Arts NYC, 2) graduate students at UCLA, and 3) visitors at LAICA.
- Series 4.** TEENAGE LOVE TAPES. A selection of tapes made by two groups of friends, one from Staten Island and the other NYC Punk.
- Series 5.** OLDER ADULTS. A group of 8 students from the Creative Center for Older Adults at the New School for Social Research, NYC.
- Series 6.** HARTFORD MEN AND WOMEN. A selection of tapes made by 10 museum visitors at The Wadsworth Atheneum in Hartford, Connecticut.
- Series 7.** WOMANSPACE LOVE TAPES. Made by a group of women who were living at the Womanspace Shelter for Battered Women in Trenton, New Jersey.
- Series 8.** PRISON INMATES. A selection of tapes made by inmates at the Metropolitan Correctional Center, NYC.
- Series 9.** DISABLED IN ACTION. A selection of tapes made by physically disabled members of Disabled in Action, NYC.
- Series 10.** HUNTINGTON NUTRITION SITE LOVE TAPES. Made by a group of older adults who are part of the program at the Huntington Nutrition Site in Long Island, NY.
- Series 11.** COLD SPRING HARBOR. A selection of tapes made by a group of friends in a private home in Cold Spring Harbor, Long Island, NY.
- Series 12.** RICE MEDIA CENTER. Made at a workshop at the Rice Media Center in Houston, Texas.
- Series 13.** LOVE TAPES. A selection of tapes made for the WNET broadcast from series: 2,4,5,6.
- Series 14.** LOVE TAPES IN NEW YORK 1980. A selection of tapes made in the video booth at The World Trade Center.

**"Love Tapes" is funded by:** The New York State Council on the Arts, The Rockefeller Foundation, Citibank and National Endowment for the Arts.

**For further information contact:** Kineholistics Foundation Inc., 24 Horatio Street, New York, NY 10014 - (212) 924-4796.

cover photo by Rosalie Winard.

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## "LOVE TAPES AS INTERACTIVE VIDEO ART"

a concept by

WENDY CLARKE

Video Viewpoints, September 30, 1980, 6:30 p.m.

The Museum of Modern Art, 11 West 53 Street, New York, N.Y.

**Scanned from the Wendy Clarke collection at the  
Wisconsin Center for Film and Theater Research,  
with support from the National Endowment for the  
Humanities.**



<http://wcftr.commarts.wisc.edu>

